MCA INTEROFFICE MEMORANDUM

FORM 2022

DATE FEBRUARY 15, 1983

TO BOB HADL AND SID SHEINBERG

FROM STANLEY NEWMAN

SUBJECT DONKEY KONG

COPIES

While making the rounds at Toy Fair I noted a significant amount of continuing Donkey Kong licensed toy product.

Except in very general terms, I have no knowledge of where we stand in terms of pursuing these nintendo licenses. It is my understanding that letters went out to all of them, but I have never seen a copy of the letter that went out or of the responses; and to my knowledge there is no program for following up on this.

I would note that in dealing with Coleco, Atari and Hanna Barbera we have made repeated assurances of our intent to agressively pursue all licensees. Since Donkey Kong products seem to still be alive, such pursuit should be undertaken agressively at this time and not left on the back burner.

Could we please discuss the available information and the next stage in this as soon as possible.

SN:ar

A2413

DEFENDANT'S EXHIBIT 21

Blumberg No 5114